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# GRAND BOULEVARD

INVESTOR'S

## GUIDE,

WITH MAP.

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A compact and desirable fund of information, for parties  
desiring homes or investments on

AMERICA'S GRANDEST STREET.

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189229<sup>(2)</sup>

W. B. Gay Hartford, Conn. Sept. 23, 1911.

## INTRODUCTION.

More intelligent, enterprising people, on the alert for investments, or planning elegant Chicago homes, ride along the Grand Boulevard, than on any other drive way in the West. And yet there is more ignorance existing as to the past, present and future of this grand drive way, than can be accounted for.

Shrewd, quiet capitalists have bought and patiently held vacant, the bulk of the magnificent residence frontage; a few are building or have built, elegant homes thereon; others await the accumulation of sufficient wealth to build fine mansions. The Park Board, year after year, spend thousands in improvement and maintenance; and through all the years this real estate has until this season, remained so quiet as to have been considered dull—even dead. The rich holders have, at all times, refused to sell, and there have been long periods, when the weaker holders could not sell, for want of public information and appreciation.

The existing situation that has led to the publication of this little book, is this:

About nine-tenths of the total frontage on Grand Boulevard is vacant, the other tenth (excepting a total of six cottages, all likely to be removed,) being finely improved.

About one-eighth of the vacant frontage is held by owners who are disposed to sell at less than value, some as low as \$125 per foot, and are offering the same to a miscellaneous public, caring nothing as to what the buyer may do with it.

The character of the purchasers of this property, and the use they make of it, is all important, as the character of the next twenty-five residences erected, will have much to do in determining, whether or not, as a residence street, the Grand Boulevard shall be, through all the future, **UN-SURPASSABLY GRAND.**

No cheap improvements are ever built on ground costing \$200 per foot, or over, and interested property owners issue this book, feeling that its information must attract the attention of a sufficient number of the wealthy and tasteful to buy up and finely improve these cheap offerings, and thus insure the uniformly grand future of the Grand Boulevard.

While the publishers are real estate agents, making a specialty of Grand Boulevard Real Es-

tate, they represent more important interests and objects than to *sell* the real estate, and frankly state that other agents control desirable bargains among those listed herein.

If a proposed buyer is unobjectionable in his ideas and plans, and especially if he desires a site for an elegant home to be erected in the near future, we will, any day, gladly drive out and show him, and any advising friend he may desire to take along, all the bargains obtainable, whether represented by us or others.



## HISTORY AND WORK OF PARK BOARD, AND TAXATION.

The Act creating the South Park Commission was passed February 24, 1869, and has since been several times amended by the Legislature, and repeatedly sustained by the Supreme Court.

Acting in pursuance of their duty and power, as provided by the Act, the board has acquired, by purchase or condemnation, 1057 acres of valuable land for park and boulevard purposes, at a cost of over \$3,000,000, and up to Dec. 1, 1880, had improved and beautified 314 acres of it, and created about 20 miles of Boulevards and Driveways, and 19 miles of walks, at a cost of about \$7,000,000, additional.

This money has been raised by past taxation, the assessment for the same having been made in 1872, and 25 per cent. collected that year, and the other 75 per cent. collected in equal annual installments, with interest, during the following seven years. Thus the burden of taxation for this expensive improvement is past, and the only possible future park tax that can exist is one for

maintenance, which the Park Act provides shall not exceed \$300,000 per annum, and be assessed on *all* real estate in the South Division of the city, and Hyde Park and Lake Townships, and being thus spread over this vast area of benefited property, the annual park tax, even on the Grand Boulevard, does not, and can not, exceed *five or six cents per front foot*.

This annual revenue has been, and will be, used to further complete, as well as maintain, the Parks and Boulevards, and an owner on the Grand Boulevard, has for all time, fine roadways, sidewalks, trees, grass plats, sewerage, water, sprinkling, sweeping, light and police, and pays for the same no special assessments, but the trivial annual park tax, and this, *all other* South Side, and Hyde Park and Lake property owners *help pay*, for his comfort and benefit.

Remember this, and don't ever let a man tell you that if you buy and build on the Grand Boulevard, you will be taxed to death—for there are thousands who think so.

The magnificent and beautiful results of the Board's first ten years operation can best be appreciated by many visits to the Parks and Boulevards, and we will confine our limited space to

**A DESCRIPTION OF GRAND BOULEVARD,**

Which lies north and south, between the lines of Calumet and South Park Avenues, and begins at 35th St. (or Douglas Place), and extends two miles south to 51st street, where it enters the West South Park. It is one hundred and ninety-eight feet wide, which space is divided uniformly into the following: in center, main driveway, 55 feet wide, including side gutters. On either side of center drive is  $31\frac{1}{2}$  foot grass spaces, planted with majestic elms, three rows to each space. Outside of each of these spaces are side drives, each 25 feet wide, with gutters; then comes 6 foot grass plots on each side, planted also with elms. Extending out to the edge of the Boulevard on each side are 9 foot sidewalks. All cross streets are cut through the grass plots, but access to buildings along the Boulevard must be by side drives entered at some of the cross streets. This feature makes it absurd to fear the location of any saloon or road-house along the Boulevard, as all pleasure travel is along the broad center drive, the side drives being used only for local travel and convenience. This arrangement also leaves homes fronting on the Boulevard, more quiet, and residents enjoying their front steps, or piazza, or front

yard, while having a fine view of the passing travel, are not subject to the publicity that characterizes the homes on the other Boulevards and Avenues.

The creation of this magnificent triple drive-way, with its enduring road-beds, its well drained and enriched soils for its broad velvet ribbons of green, and two thousand stately elms, and its four miles of walks, is the result of years of labor, by an army of men, and has cost over \$1,000,000; among the items for which are 16,260 feet of sewers, 9,500 feet of water pipes, 100,000 cubic yards of excavation, 21,000 feet of gutters, and 29,352 cubic yards of macadam, gravel and asphalt.

The drive is constantly regulated by gentlemanly but alert mounted police, and no fast driving, no traffic, and no nuisances are permitted, but necessary access to residents for delivery of supplies is permitted on the side drives.

The Park Board consists of five energetic and well known citizens, and their entire operations are under the superintendence of Mr. M. W. White, an omnipresent, driving genius, whose ability and diligence are proven by results. The magnificent floral attractions of the Parks and Boulevards are the results of the skill and directions of Mr. Fred Kaust, a modest expert in floriculture, and a courteous gentleman.

## CONNECTIONS.

As "all roads led to Rome," so all the South Side avenues lead to the Grand Boulevard, at its head, and the thousands of gay and glittering equipages from Michigan Avenue Boulevard, Wabash, Indiana, Prairie, Calumet, South Park, Vernon and Cottage Grove avenues, daily join at 35th street, forming a cavalcade down the Grand Boulevard, its entire length. During an afternoon in the summer of 1881, over four thousand seven hundred carriages moved south on this smooth road.

The South Park Commission have obtained and assumed control of Michigan Ave. from the very heart of the city to 35th street, and also of 35th street, from Michigan Ave. to the head of Grand Boulevard. This route, magnificent in the miles of elegant residences fronting thereon, they have for the entire length of three and one-half miles, improved with the finest road-bed for light driving leading to the heart of any American city, and have adorned the same with grass plats and large elms, the whole being constantly kept clean and in repair, sprinkled and policed, and all traffic excluded.

Thus the Grand Boulevard resident not only

rejoices in the elegant drive in front of his property, but enjoys what residents of no other division of Chicago do—a smooth, exclusive, elegant drive *all the way* to and from his business in the heart of the city ; no bridges, no street car tracks, no rough, worn-out streets, and no dodging around among traffic teams.

In the hours of pleasure-riding he need not carefully jog for blocks over rough or dirty streets to reach the pleasure-drive, for it is at his gate, and leads, not only to the city office, church or theatre, but to the grand South Park system, including twenty-seven miles of finished park drives, and connected with, by all the fine drives and fashionable avenues of the South Side, Hyde Park, Kenwood, Oakland and Englewood.

Oakwood Boulevard connects the head of Drexel Boulevard with the Grand Boulevard, and the latter two are connected at their southern ends by an elegant curved driveway circling through the park.

Kenwood avenue, otherwise known as 47th St. or "Lover's Lane," also connects the two boulevards, and extends to the lake shore—a pleasant, smooth and shady drive. As to the many extensive and varied drives in the South Park, we can spare no space, except to urge the pleasure-driver to venture or inquire his way out

of accustomed routes, and surprise himself with the extent and beauty of, to him, unknown drives.

#### GARFIELD BOULEVARD

is a new name given to 55th St. Boulevard. It is a part of the extensive system of boulevards, planned to extend around the entire city and connect all of Chicago's parks. It leaves the South Park just south of the "Park Retreat" building, and extends three and one-half miles west to Western Avenue Boulevard. It is two hundred feet wide, and has a finished driveway, sewer, trees and sidewalk to Halsted street. Those desiring lower priced property than Grand Boulevard, should drive out this boulevard, or go out on any of the fine railroads south, and get off at 55th St. and see some elegant, growing property at from \$600 per lot at Halsted to \$1,500 at Wabash and Michigan Aves.

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#### COMPARISON

##### OF GRAND BOULEVARD WITH OTHER FINE RESIDENCE STREETS.

As indicated on another page, considerable fine deep property, well located on the Grand Boule-

vard, can be bought for about \$150 per foot. Let us compare this with other residence prices and see how cheap it is.

Michigan avenue from 22nd to 35th, and Prairie avenue from 16th to 22nd, and Calumet avenue from 20th to 22nd, are the only south side residence localities that begin to compare in elegance of drive way or improvements with the Grand Boulevard, and prices are from \$300 to \$600 per foot. What these highly improved localities possess in the way of costly residences and highly improved, though often contracted grounds, the Boulevard makes up in length, breadth and completeness of its triplicate drives, foliage and grass plots.

A large portion of Wabash avenue, Indiana avenue, Prairie avenue and Calumet avenue on the South side, Monroe and Adams street and Ashland avenue on the West side, and scores of streets and avenues on the North side, are valued and sold at from \$200 to \$500 per foot, and yet they are all narrow streets, often poorly paved, no uniform sidewalks, trees and grass plots, open to all kinds of teaming and traffic, all improvements kept up by special assessments and few of them connecting by any well kept outlet, to any pleasure drives or parks.

Property on Michigan avenue, between 35th

and 39th, with dusty dirt road, open ditches, poor sidewalks, is, and has been for years, held higher than the Grand Boulevard; the best lots in Hyde Park, Englewood and Kenwood, miles further from the city, are sold at \$100 or more per foot. Drexel Boulevard, at a point over a mile further from the court house, has sold at auction for \$150 to \$165. Lake and Ellis avenue property, to city limits, and even to 43d St., is sold at from \$125 to \$150. Will the wise reader please take his horse and buggy and compare and ponder on these things?

#### TRANSIT.

There is one objection to the Grand Boulevard raised by the "rank and file" of the people, and that is, that it is three blocks from Indiana avenue horse cars and Cottage Grove cable cars, and six blocks to either State street cable cars or Illinois Central or Michigan Southern and Rock Island steam cars.

The answer is, that the above distances are short enough, and that the class of residents likely to live on the Boulevard will have their own conveyances, and have little use for public conveyances, and find them near enough.

One year ago the Michigan Southern R. R. began to run suburban trains at low fares, from Van

Buren St. south to 41st St., thence east to the Lake Shore, having a station at the Boulevard. These have proven a success, and will not only be continued, but increased in speed and number, and by the time the new Board of Trade building is finished, will be a popular suburban line.

The broad asphalt walks, on each side of the Boulevard, will soon be replaced with smooth and enduring flag-stone, and in the near future, we shall be able to show the "grandeur" of the Boulevard, intensified in its effect, by electric lights.

#### DESCRIPTION BY BLOCKS.

Under this head, the results of years of study and close investigation, as to all pros and cons, advantages and disadvantages, as between the different blocks, sections and frontages are given without partiality as the writer has no commission or desire to laud or disparage any one's property. Instead of conclusions, it is desired to give facts, including all minute details that will enable a buyer to combine, what, to *his* mind, is the most advantageous.

The date is given in fewest words possible, to save space, and to serve for ready reference.

Before treating it by blocks, we compare what

may be called the "Upper Boulevard," lying north of 39th, in Chicago, and the "Lower Boulevard," from 39th to 51st Sts., in the township of Hyde Park, and also compare the west frontage with the east.

The upper part is in the city, nearer business, street and steam cars, markets, drug stores, physicians, etc., and in a more thickly settled neighborhood, though the Boulevard frontage is, perhaps, no more thickly settled than on the lower Boulevard.

Another advantage of the upper Boulevard is the city ordinances prohibiting the erection of frame buildings, thus insuring a more substantial and expensive character to improvements.

However, it is not feared that many cheap frame buildings will be erected on the South Boulevard, for, though the *law* permits it, the cost of the ground renders it impracticable.

The special, comparative advantages of the South Boulevard, are: nearness to the park, larger frontages and greater depth owned by each holder; the fine grounds and premises of Mr. Potter Palmer; the H. O. Stone estate, and especially the fine grounds and costly palace of Mr. W. F. Storey, with the probability of uniformly fine residences with larger grounds in the near future, to be occupied by present wealthy owners.

## AS BETWEEN EAST AND WEST FRONTAGES

On the Grand Boulevard, there is less difference than usual; the customary preference for east front being, in general, reversed.

The afternoon sun is screened from west fronts by shade of the large Boulevard elms, and the east side drive is newly and permanently finished in fine style, while the west side drive is a dirt road, prepared exclusively for equestrians. The west front has water, gas and sewers in side drive, to greater extent than east front. On the upper Boulevard, the west fronts are "backed up" by a desirable class of people living on a finely improved street, Vernon avenue, while the east front property extends back 132 feet to Calumet avenue, having, (before the widening of So. Park avenue into Grand Boulevard,) fronted on Calumet avenue. This makes Calumet avenue (though a 66 feet street,) an alley for the east front boulevard lots. The other front of Calumet is consequently depressed to about \$35 per foot, and though not yet built upon, it is a serious question if it is not likely to soon be settled up with an undesirable and miscellaneous class, which, by too close contact, may render the east front Boulevard property less desirable.

This feature is removed further south, by a

"jog," in Calumet avenue, throwing it farther west, and away from the Boulevard.

On the lower Boulevard, while the east front has no disadvantages, the west front has the advantage of great depth, several large fine premises, extending about 500 feet east to Vincennes avenue. These owners deny any possibility of Vernon or Stanton avenues being extended south through their property.

#### BY BLOCKS.

FROM 35TH to 37TH constitutes an unbroken block, 36 St. being unopened, and likely to remain so.

*East front:* 132 feet deep, all vacant, cut up into three larger lots—4 fifty feet lots, and 11 thirty feet lots. Twelve different owners, mostly wealthy.

*West front:* Most generally improved block on the Boulevard, and occupied by a fine class of people, mostly owners. Three of the four frame houses are to soon be replaced with fine residences; lots average about 50 feet front and 132 feet deep, alley being now opened; twenty-three owners, mostly permanent, and eight or ten fine residences are imminent. Three offerings in this block are the cheapest on the Boule-

vard; this frontage has water, gas and sewer in.

FROM 37TH to 39TH is unbroken on west front, but divided on east front by 38th street, full width, while 37th on east front is now being opened from half to full width.

*East front*, has two fine permanent homes, the first the new residence of Mr. L. J. Lamson, and the other on the corner of 38th, of Mr. S. D. Foss, both of the Board of Trade. From 37th to 38th are twenty-four 25 feet lots 132 feet deep, to Calumet avenue, owned by eight owners, all wealthy. From 38th to 39th belongs to one owner, and is occupied by florists.

*West front*: improved by the larger and complete home of Messrs. Parmly, and the large and valuable, but old premises, of Edwin Booth, the actor. The entire block is a fine ridge elevation of about seven feet above the Boulevard. Most of the holdings extend 297 feet east to Vernon avenue, no alley as yet intervening, and such owners as desire to sell, offering both frontages inseparably; divided into ten lots from 60 to 190 feet each, held by nine owners, whose means aggregate millions, some of which is intended for improvements on a grand scale.

FROM 39TH TO 41ST is a section characterized by the crossing of 39th street horse cars, and, on 40th street, of the Michigan Southern's branch

steam R. R. track, over which suburban trains are run, having a station at the Boulevard.

These eight corner lots, thus depreciated, are partially atoned for by two fine corners of Oakwood Boulevard, 100 feet wide, which between 39th and 40th streets, runs east to Drexel Boulevard.

*East front:* All owned by an estate, and vacant except four fine, but unfinished stone swell fronts, soon to be completed, having stood unfinished for years on account of executor of estate having no power to complete.

*West front:* All vacant; contains 22 small lots about  $28 \times 140$  to alley; 3 lots  $50 \times 140$ , and on N. E. corner of 41st street a 300 feet lot, being a fine grove. Entire 1200 feet belongs to six owners.

**FROM 41ST TO 43D ST.**—A favorite locality of rich investors. All the cross streets are opened, and Bowen Avenue, an 80 feet residence street, runs east from the Boulevard, between 41st and 42nd.

*East front:* All subdivided into 48 lots of about  $25 \times 150$ ; eleven owners; 220 feet south of 42nd are three elegant brown stone swell fronts, unfinished on account of financial complications.

*West front:* From 41st to Bowen Avenue, 10  $25 \times 180$  feet lots; vacant; owned by prominent Board of Trade men. From Bowen Avenue to

42nd, six tasty, gothic frame houses, each having 43×166 foot lots; bought recently by a capitalist as investment; all well rented.

FROM 42D TO 43D are two deep tracts, 297 feet front each; owned, for over twelve years, by two capitalists.

FROM 43D TO 45TH ST.—These two blocks have possibly the finest future along the line.

*East front:* 24 lots, various sizes and depths; owned by nine owners. An old farm-house and garden on corner 43d, has recently been bought by Mr. Potter Palmer.

*West front:* Here is located the most magnificent and costly private enterprise on the Boulevard; the palatial marble residence being erected by Mr. W. F. Storey, editor and proprietor of the Chicago *Times*. No time, money, or thought, is being spared to make it one of the grandest and most attractive residences on this continent. The spacious grounds are already beautified, and fine conservatories and lodge are completed.

This location was the result of years of travel and observation by Mr. Storey, in this and foreign lands, and already he is credited with a foresight and judgment which the further grand development of this locality shall vindicate. The remainder of this frontage of these two blocks is vacant, except two unfinished houses in large

grounds, on the corner of 45th street. Recently they have fallen into hands able to finish and beautify them.

There are eleven deep lots and six owners.

**FROM 45TH TO 47TH ST.**—This includes the "Ridge," crossing Grand Boulevard—its only elevation—about 15 feet at the greatest height, and, on both fronts, is characterized by rich owners.

*East front:* 14 lots, mostly large and deep, all vacant; owned by six holders.

*West front:* 1st block owned entire, and vacant, by Eastern millionaires. The south block is the large and finely improved summer residence grounds of Mr. Potter Palmer. All of these grounds extend 500 feet east to Vincennes Avenue.

**FROM 47TH TO 51ST ST.**—47th St. is the most prominent, longest and best improved street crossing the Boulevard, and its four corners are considered extra valuable. 48th, 49th and 50th streets have not, as yet, been fully opened east of Grand Boulevard. 51st St. is the north line of the Park, and the Indiana avenue horse cars traverse that part of it west of the Boulevard.

*East front* has from 47th to 48th; twelve 50×150 foot lots, held by three owners. From 48th to 49th, four large, deep lots; three owners. 116 feet south of 48th is a large, red brick residence

and extensive grounds, owned by a prominent merchant. Also an imposing frame residence and 150 foot grounds, for sale at a bargain.

FROM 49TH TO 50TH.—Twelve 50×150 foot lots, belonging to two owners.

FROM 50TH TO 51ST are twelve 25×150 lots, and one 299 foot lot; two owners.

*West front* are all large lots, being two 300 foot lots north of 48th, and 1,325 feet, extending from 48th to 50th Sts.; the improved grounds known as "Ione Place," the family residence of Mr. H. O. Stone, in his lifetime, and now owned by his estate: vacant, as the family residence was destroyed by fire some years ago.

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## PRICES AND VALUES.

### PAST.

The location and initial development of the Boulevard occurred in "flush" times, and prices were, for a time, abnormally high. Prices all along the line advanced as high as \$250.00 before the Boulevard was completed.

With the panic of 1873 and general depression, coupled with the heavy park taxes, then being

collected, came a reaction, and some of the finest property on the Boulevard sold as low as \$50 per foot. In 1880, came indications of a general and steady reaction in values, and hundreds of shrewd investors, decided to buy up this property at the low prices that had been current, and were surprised to find that most of its owners, had either found earlier and more quiet moneyed buyers or had no desire to sell. The desire to buy, however, even at an advance, continued, and in 1881, the last foot obtainable at \$100, or less was taken, and in the early part of 1882, all at less than \$125, was taken, generally by wealthy buyers.

#### AT PRESENT

the situation is as indicated in our introduction.

Nothing of which the title is good can be had, so far as shown by a general canvas, for less than \$125. We can, at this date, point out three, and possibly four, desirable lots at \$125; a total of about ten lots at less than \$150, and scores of lots no better, that cannot be bought for less than than \$200, *and they are all worth it*, or all other South Side residence values are too high. As to

#### FUTURE VALUES,

we will say nothing wild. We have the combined judgment of a list of present holders refus-

ing to sell, whose shrewdness and success, are with many of them, proverbial ; and it is a remarkable fact that the heaviest investors and strongest and most persistent holders of this property are men who have traveled and studied the development of similar problems in older cities in the East and in Europe.

Visitors here, living and being well posted in Eastern cities, are generally surprised at quoted values on the Boulevard.

The following, from the Chicago *Times* of June 25, 1882, is a sample of such opinion:

#### GRAND BOULEVARD FRONTAGES.

*"To the Editor:* Last week I had visiting me a gentleman residing in New York City, and one of the expert judges of real estate values in that city. A lifetime spent in real estate operations there, in which he has carefully noted the development and establishment of the popular and valuable residence quarters of that city, has probably well qualified him to judge the future of our young city in that respect, with peculiar accuracy. We took a leisurely and observing drive down Michigan avenue Boulevard, across Thirty-fifth street, and down Grand Boulevard to the South park, returning by way of Drexel Boulevard. Being well posted in values, I gave him fair valuations in various blocks on Michigan avenue from Twenty-second to Thirty-fifth street, ranging from \$250 to \$450 per foot. When we had turned south on Grand Boulevard, and he had quickly comprehended the change from the narrow avenue, he asked: 'How much is the Boulevard

frontage worth?' I asked: 'How much would you think, compared with other prices given you?' Like all experts, he was evidently cautious, and said: 'I will tell you as we return.' On our return he said: 'I should judge it was worth \$500 per foot.' His opinion, though wild, at least as to present quotations, set me thinking and while neither I, nor my friends have anything for sale on Grand Boulevard, I drive there almost daily, and I have about concluded that my friend, if not an expert in Chicago real estate, is likely to prove a first class prophet. The fact that the frontage is so largely vacant seems to me a large factor in its favor, and its being three blocks from street cars is well met by the fact that its future residents are not likely to be dependent on street cars, and will regard them as near enough. I asked a friend lately why a certain wealthy resident and owner on the Boulevard always talked so glum about values and prospects there, and he answered that the party in question wanted to buy, and his means were locked up in produce, so he could do nothing at present but keep still; that he had known him to be repeatedly approached by capitalists for advice about buying there, and had turned them away adroitly and successfully, and yet has himself bought several tracts there in the meantime.

"It may seem absurd to think of any man or set of men 'cornering' four miles of frontage, but when you realize the fact that not over one-tenth of the frontage is for sale, and that as quick as any movement there starts, it will go with a rush, one can see why several wealthy men may be inclined to be for the time-being 'bears,' even as to their own past investments."

It would not require an hour to find a score of Chicago bankers, wholesale merchants and real estate experts who would place probable future values on the Grand Boulevard at five times present values.

The absent Chicagoan, returning in 1890 or 1895, will find among other startling changes:

1st. The center of the business district at Harrison or Twelfth streets, and that the business man, with a "clear road" house is some minutes nearer his home on the Grand Boulevard, than his partner may be to his, near the North Side water works, on account of his having to drive through a mile of dense business and street traffic.

2nd. That the general growth in size and commercial importance of Chicago, has been such as to draw here, permanently, the general officers and financial promoters of all the railroads, insurance and banking interests of the Northwest, and that these weathy men together with hundreds of our present citizens, then grown wealthy, will have quadrupled the present number of palatial residences of Chicago.

3rd. That all the region between the city limits and Hyde Park, will be built up and occupied by the best class of people, and the Grand Boulevard will present a double line of expensive and beautiful homes, interspersed with large and highly improved grounds.

As an indication of the class of men whose opinions coincide with the above, we give, so far as is known to the writer a

## LIST OF PRESENT OWNERS,

most of whom are large holders; some having bought when the Boulevard was first located; some in the dull times of 1874 to 1878; some as lately as the present month; and some at different times, owning now several tracts :

O. R. KEITH,	JOHN J. PAGE,
JAMES M. WALKER,	EDSON KEITH.
H. O. STONE ESTATE,	POTTER PALMER,
HENRY C. PARMLY,	SAMUEL C. PARMLY,
CHAS. M. MORTON,	ALICE M. BRADFORD.
CONN. MUT. LIFE INS. CO.,	ELIZ. McEVERS BAYARD,
DARWIN HARVEY,	WM. H. ARNOLD,
INTERNATIONAL BANK,	MET. NAT'L BANK, N. Y.,
HENRY YOUNG, Trustee,	WASHINGTON LIBBY,
ELIZABETH F. STONE,	MARY K. PIKE,
WILBUR F. STOREY,	SNYDACKER & CO., Bankers.
E. C. WALKER,	JOHN H. WRENN,
SAMUEL M. NICKERSON,	WM. B. WALKER,
FOSS, STRONG & CO.,	HORACE WARREN,
JAS. F. BASSETT,	WM. H. ROCHE,
JESSE WHITEHEAD,	HENRY B. METCALF,
SUTTON ESTATE,	WASHINGTON SMITH.
NAT'L BANK OF ILLINOIS,	McKEY ESTATE,
BENJAMIN F. NOURSE,	GWYNN GARNETT,
JOHN P. OLLINGER,	HENRY C. REW,
A. J. AVERILL,	FRANKLIN D. GRAY,
GEO. F. SMITH,	JOHN B. WILSON,
WILL H. MOORE,	E. F. LAWRENCE,
VAN. H. HIGGINS,	JOHN C. DODGE,
WM. C. FENLEY,	HENRY C. CLEMENT.
CHAS. R. STEELE,	F. E. WAXHAM,
IRA HOLMES,	JOHN C. DORE,

JOHN C. HAINES,	JULIA A. WRENN,
CAROLINE F. COBB,	DANIEL H. PIKE,
CELIA W. WALLACE,	JNO. S. WALLACE,
JOHN TUCKER,	HENRY LAWRENCE,
ALLEN C. STORY,	HENRY GAY,
H. M. SHEPARD,	JOHN H. THOMPSON,
JOHN N. GAGE,	S. D. FOSS,
H. G. LOOMIS,	WM. E. HALL,
NIMROD LANCASTER,	EDWIN BOOTH,
HENRY ROOT,	AUGUSTUS BYRAM,
MONROE SALISBURY,	NATH'L G. BRADFORD, JR.
L. J. LAMSON,	GEORGE SCHNEIDER,
CHARLES P. KELLOGG.	A. O. SLAUGHTER.

(Residents renting not given.)

For information of non-resident readers, we will state that above names may be in part classified into—

Wholesale merchants, 8; Board of Trade Members, 10; R. R. officials, 2; wealthy estates, 6; capitalists, 16; lawyers, 7; banks and bank officials, 11; and that the eighty names above given are, by well informed judges, stated to represent about \$25,000,000 in wealth.

Residents and owners (excepting a few we have referred to) are exceedingly jealous and careful as to who they sell to, and what locates on the Boulevard, and any store, market, or business of any kind would be "starved out" in short order, and relegated to other avenues and the side streets.

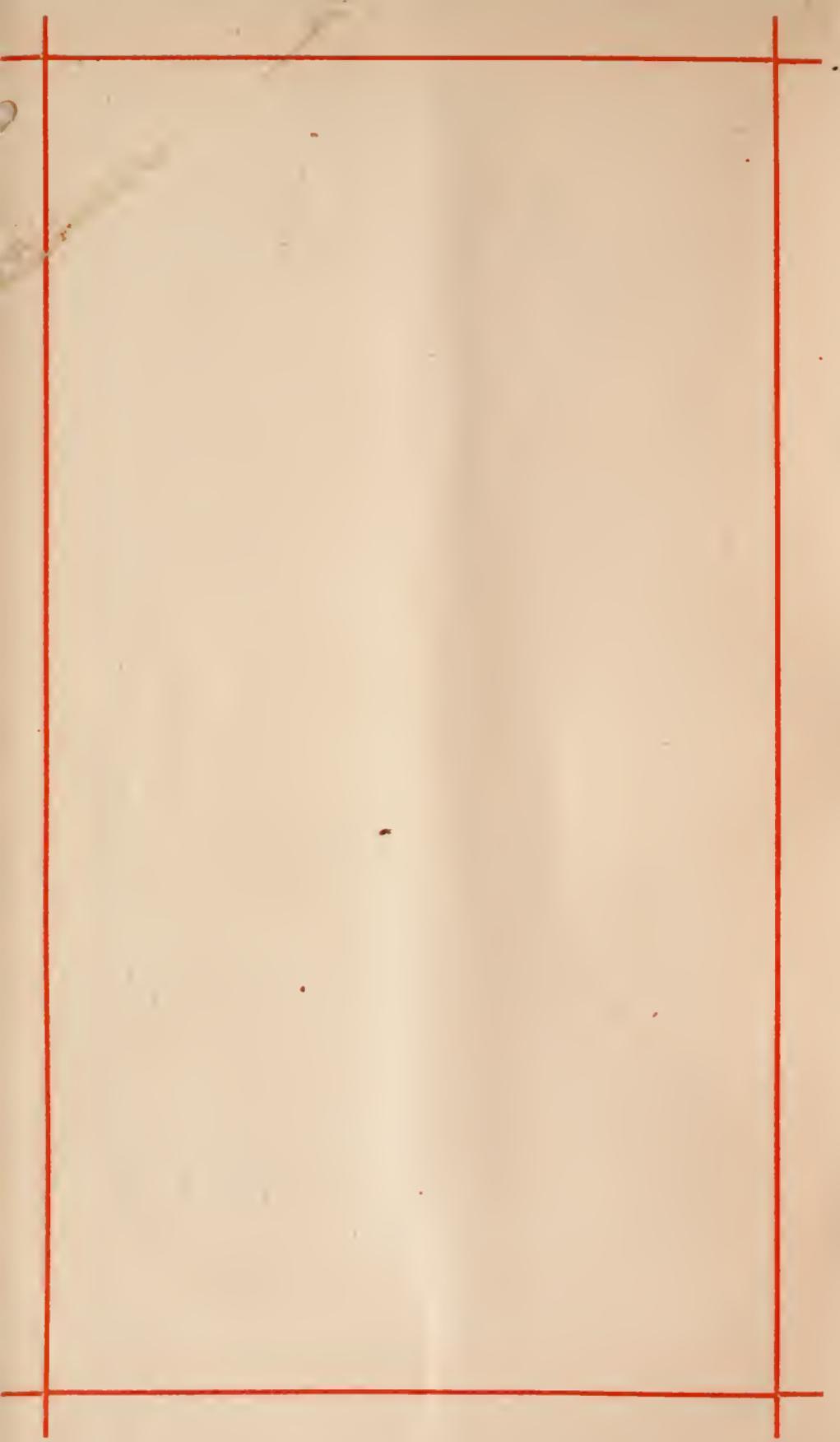
## IN CONCLUSION.

A few words to those owners on the Grand Boulevard, who have had no part in the issuance of this book.

1st. Let this little book circulate here and go abroad among the class of buyers that will benefit those of us who do not want to sell, as well as accommodate those who must sell, and let us not "talk down" our own property, in the hope of buying more at a depressed price. We will show bargains now without this, and on the other hand if any holders are impatient, many of us can show them buyers to release them.

2nd. Those who expect to build, even some years in the future, should begin now to plant and beautify their grounds, as it is almost a maxim that money will buy every material thing about a home but foliage, flowers, fruits and lawn. These inexorably require time of the rich and poor alike. If you are not sure of building, this investment will pay largely in a sale.

3d. Let us vigorously maintain a strong public sentiment as to a *building line*, and "bear down hard" on the man who proposes to build out to or near the sidewalks.





OFFICE OF  
**C. C. LANDT & CO.,**  
150 Dearborn St., CHICAGO.

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Aside from the wide-spread general interest in the subject of this book; we have reason to believe you have a special personal interest in it.

If you are an owner on the Boulevard desiring or needing to sell, you can profit in many ways by consulting us, as we have, from time to time, ready buyers at fair prices. Though we are offering *only bargains*, we would like to hear from you "at any price."

If you want a fine home site, or a money-making investment, or both combined, on the Boulevard, you will find us willing and able to show you all there is, and if you desire to build a *good* residence, we will work with extra diligence to please you, in location and figures. We can show you *now* (not next month) sure bargains in 30, 36, 50, 66, 100, 190 and 300 feet tracts, also several improved pieces.

We represent a party of gentlemen of social and business standing, who desire others to join them in securing an entire block on the Boulevard, and improving it finely with six or eight separate homes and grounds.

If you care to so arrange, or can form such a syndicate among your friends, come and see us.

If you own Boulevard frontage now and won't sell at present prices, we commend your judgment, and know you will appreciate our book.

If you have not our faith, and deny our reasons, please preserve the book and read it again in 1885.

References furnished to non-residents and correspondence solicited.

Additional books (without compliments blank) can be had of Legal News Co., or at 3451 Indiana Ave., at 50c.; three for \$1.00; five for \$1.50; ten for \$2.50.

Respectfully,

C. C. LANDT & CO.









